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The relationship between Glocal advertising value and brand awareness, associations by mediating customer attitude

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Abstract

This study examines how glocal advertising value and customer attitudes toward advertising influence brand awareness and brand associations among international brand customers in Egypt. It is the first to investigate these constructs in a collectivist, high power distance, and uncertainty-avoidant cultural context. Data from 415 customers were analyzed using structural equation modeling (SEM) with AMOS 22. Unlike prior studies relying on content analysis, this research evaluates glocal advertising via consumers' perceived value dimensions: entertainment, informativeness, credibility, and irritation. Results show that glocal advertising value significantly enhances customer attitudes, which in turn positively influence brand awareness and brand associations. Customer attitudes also mediate the relationship between advertising value and brand outcomes. Specifically, entertainment, informativeness, and credibility strengthen perceived value, while irritation reduces it. The study concludes that glocal advertising tailored to cultural contexts strengthens brand equity directly and indirectly through customer attitudes. Campaigns such as Orange Egypt's Ramadan advertisement illustrate how cultural adaptation fosters positive consumer responses and enduring brand associations. Advertisers should create entertaining, informative, and credible messages while minimizing irritation. Collaboration with local agencies ensures cultural relevance, and combining global standardization with local adaptation improves effectiveness. Post-campaign surveys are recommended to capture customer feedback and refine future strategies.

Keywords: Brand associations, Brand awareness, Customer attitude towards advertising, Glocal advertising value.

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1. Introduction

In an increasingly globalized marketplace, international firms face the critical challenge of balancing standardized global advertising strategies with the need for local cultural relevance. The glocal strategy has emerged as a key approach to mediate between global consistency and local adaptation in advertising. With accurate research on international markets, global campaigns have the capacity to "standardize the main components of the advertising strategy by blending national cultural impacts with advertisement fulfillment" [1]. This strategic approach allows firms to maintain brand consistency while respecting cultural variations through the adaptation of images, language, and cultural elements for specific countries [2]. By incorporating local cultural characteristics into their advertisements, these firms enable consumers to feel a sense of pride and connection with the advertised products or services. Advertisers who recognize this reality strategically use the combined features of local values and cultures in their advertisements to influence consumers' feelings and thoughts [3].

The significance of this topic extends beyond advertising strategy to encompass critical brand equity outcomes. Keller and Lehmann [4] clarified that customer attitude towards advertising plays a significant role in influencing both brand awareness and brand associations—two fundamental components of brand equity. Brand awareness relates to the probability of a brand coming to mind and the ease with which this occurs [5] while brand associations encompass all kinds of information about the brand that consumers create, including characteristics, benefits, thoughts, feelings, and experiences [6]. Effective brand associations are characterized as favorable, strengthening, and distinctive [7].

The existing literature contains numerous studies examining advertising value across various platforms. Researchers have extensively assessed advertising value in general contexts [8, 9] web advertising [10-13] mobile advertising [14-16] and social media advertising including Facebook and Twitter [17-19]. These studies have established important relationships between advertising value dimensions—such as entertainment, informativeness, irritation, and credibility—and consumer responses. Furthermore, a significant positive relationship between advertising value and customer attitude towards advertising has been confirmed by multiple studies [8, 10, 20, 21].

Despite this extensive body of research, three critical gaps remain. First, previous studies on advertising value did not distinguish between global, local, or glocal advertising types, treating advertising as a homogeneous construct without considering strategic variations in standardization and adaptation. Second, while some studies have investigated customer attitudes towards glocal advertising [2, 22] they primarily employed content analysis methods rather than assessing the perceived value of glocal advertising from the consumer perspective. Third, and most importantly, no prior studies have investigated the direct and indirect effects of glocal advertising value on brand awareness and brand associations through the mediating role of customers' attitudes toward advertising. Given the critical importance of brand awareness and brand associations to firms' success, and the possibility of weak awareness or unfavorable associations resulting from ineffective advertising strategies, this research gap requires urgent attention.

This study attempts to investigate how glocal advertising value and customers' attitudes toward advertising are related to brand awareness and brand associations for international brands operating in Egypt. Specifically, the current research seeks to answer the following questions:

1. What are the direct effects of glocal advertising value and customer attitude towards advertising on brand awareness and brand associations?
2. To what extent does customer attitude towards advertising mediate the relationship between glocal advertising value and brand awareness and brand associations for international brands in Egypt?

To address these research questions, this study examines:

- The direct effects of glocal advertising value and customer attitude towards advertising on brand awareness and brand associations;
- The direct effect of glocal advertising value on customer attitude towards advertising; and
- The indirect effect of glocal advertising value on brand awareness and brand associations via customer attitude towards advertising.

This research offers several novel insights. First, it extends advertising value research by specifically focusing on glocal advertising as a distinct strategic approach, differentiating it from purely global or local advertising. Second, it establishes and tests a comprehensive model linking glocal advertising value antecedents (entertainment, informativeness, irritation, and credibility) to brand equity outcomes through attitudinal mechanisms. Third, it provides empirical evidence of the mediating role of customer attitude in the relationship between glocal advertising value and brand awareness and associations—a relationship not previously explored in the literature. Finally, by conducting this research in Egypt, a collectivist society with high power distance and high uncertainty avoidance, the study contributes culturally-specific insights about how glocal advertising strategies perform in emerging markets with distinct cultural characteristics.

2. Literature Review

2.1. Glocal Advertising Value

Glocal marketing is the process in which global firms design products according to specific local circumstances to meet differences in the demands of consumers [23, 24]. A standardized approach proposes that advertising content and strategy designed at home be effectively carried out in other markets if necessary [25]. Otherwise, a localized approach presents criticism of standardization because it does not take into account the economic, cultural, and social sides of local environs [26]. Global brands employ the glocal advertising approach to display their products when they are advertised in local markets by utilizing regionally appropriate motifs [27]. Moreover, Martin [28] added that 'glocal' advertising strategy

helps international brands contact customers in various markets through engaging universal values while appreciating local differences.

Before implementing a standardization or localization strategy, advertisers should comprehend the motivation of consumers to accept this kind of advertising [29]. One of these motives is the perceived value of advertising, because advertisements convey value to consumers just like all goods and services do [10]. Advertising value is defined as a "subjective evaluation of the relative worth or utility of advertising to consumers" [8, 10, 17, 21, 30-33]. Furthermore, the value of advertising is measured by the degree to which an advertisement presents what consumers want and expect from being exposed to it Tanuwijaya and Gunawan [34]. Consumers perceive advertising as an effective element when they find that it presents value [35]. Therefore, advertising value is crucial for marketers to establish advertising message content [36].

2.2. Antecedents of Advertising Value

The present study used four antecedents to determine the value of glocal advertising: entertainment, information, irritation [10] and credibility [12].

2.2.1. Entertainment

Entertainment is defined as "the ability of the advertisement to satisfy the needs of consumers for escapism, diversion, aesthetic enjoyment, or emotional enjoyment" [8]. It is the main function of advertising [37]. Advertisers use many tactics, such as images and music, to make their advertisements exciting for customers [38] because it is significant that advertisements have an entertainment value to attract the attention of people [34].

2.2.2. Informativeness

The informativeness of an advertisement is the capacity of the advertising message to inform the consumers of various substitutes of products so that the consumer gains the most satisfaction [32, 39, 40]. Moreover, Huang and Benyoucef [50] defined it as the level of information quality presented by advertisements that should be accurate and relevant. Abbasi et al. [41] added that customers feel negatively towards ads that include inaccurate information.

2.2.3. Irritation

Irritation of advertisements is defined as if the techniques that are used in advertisements are offensive, insulting, or manipulative, consumers will realize it as an unwanted and irritating effect [42-44]. Consumers respond negatively to the main advertisements that annoy them [30]. Although advertisements mean capturing consumers' attention and gaining interest in advertised products or services, some advertisements present the opposite effect [34].

2.2.4. Credibility

Advertising credibility is defined as "the extent to which consumers realize the claims about the brand in ads to be truthful and believable" [45-48]. Additionally, Martins, et al. [39] defined credibility as the degree to which the advertisement's content is convincing and real. The definition of credibility depends on the degree to which consumers perceive that the ad is authentic [49].

2.3. Customer Attitude towards the Advertising

Three types of brands are available to consumers nowadays, namely, local, global, and glocal, instead of the conventional two categories [50]. As a result, marketers should understand consumers attitudes towards these distinguished brand categories for developing effective brand strategies [51]. Customer attitude towards advertisements is defined as "a tendency to react in an appropriate or inappropriate way to an advertising stimulus over a specific exposure occasion" [52-55].

2.4. Brand Awareness

It is defined as the ability of a potential customer to recognize that a brand belongs to a particular product category [56]. Brand awareness helps consumers connect products with brands [5]. It is crucial for brands to be taken into account by consumers during the decision-making process [57] and is a vital component of brand knowledge [58].

2.5. Brand Associations

Aaker [56] defined brand associations as anything connected to a brand in memory; they are considered one of the most significant components of brand equity [59]. Also, they are regarded as "the heart and soul of the brand" [60]. According to Keller [61] brand associations refer to all the thoughts in the minds of consumers related to a brand. Moreover, the intangible features of a product are its distinctiveness among distinguished brands, innovation, the participation of the brand in the market, and prestige [62].

3. Hypotheses Development

3.1. Antecedents of Glocal Advertising Value

Many studies have assured that the content of entertaining advertising has a positive impact on advertising value (e.g., [10, 14, 20, 32, 39, 63, 64]). By implanting an emotional link and presenting the benefits of amusement, pleasure, and enjoyment, it adds to the perceived value of advertising [65].

Additionally, the definition of advertising value is linked to the use and gratifications theory, where consumers can get specific gratifications from advertising such as information and entertainment [21]. According to this view, amusing advertising is one that elicits happiness, delight, and fun [39]. Also, advertisers present entertaining advertising as they assume that it improves the efficiency of their message [47, 66]. Thus, consumers and advertisers get benefits from entertaining advertising [21].

Moreover, several studies confirmed that the informativeness of advertisements has a positive effect on advertising value (e.g., Ojha [67]). Saxena and Khanna [19] and Dummanonda and Nuangjamnong [68] also stated that the information from the advertisements has a great effect on advertising value. More specifically, many studies focused on the significant positive effect of informativeness on the perceived value of Facebook and other social media advertising [69]. Indeed, as the information presented to consumers increases, the value of this ad increases Hamouda [70].

Ducoffe [8] argued that one of the main reasons that consumers criticized advertisements was irritation and that this led to a decrease in the effectiveness of advertising. Moreover, Abbasi, et al. [41] added that irritation has a negative impact on the value of ads in video games played online, because the consumer may see an ad as damaging gameplay, resulting in negative feelings towards the ad. According to previous studies (e.g., [64, 71]), the degrees of negative effect on advertising value are different based on the advertising channel.

Additionally, Yang, et al. [72] declared that a customer may neglect or not react to advertising if they do not consider that these advertisements are trustworthy or do not pay attention to them. Therefore, the credibility of the advertising message is important for advertisers [73]. Many studies have stated that credibility positively affects advertising value (e.g., [74, 75]). More specifically, Liu, et al. [15] found that advertising credibility has a positive impact on web and mobile advertising value. In addition, Dao, et al. [17] stated that the positive credibility of advertising leads to a positive view of social media advertising.

Sigurdsson, et al. [76] evaluated consumers' views about mobile advertisements, and the participants were from the United Kingdom (UK) and India. There are considerable cultural differences between the two countries. India is a high-power-distance society with both collectivist and individualist features, while the UK is a highly individualistic culture with a low power distance. Despite sharing the cultural trait of low uncertainty avoidance [77] they found that entertainment, credibility, and informativeness significantly enhance attitudes toward mobile advertisements and that the efficacy of these advertisements depends on differences in culture. They also noticed that participants from India had more favorable attitudes toward advertisements than those from the UK, and that entertainment has a greater impact on Indian smartphone users than credibility and informativeness do on users from that country.

Likewise, in Southeast Asia's transitional economies, which have a collective, group-oriented, and highly uncertain avoidance culture, Dao, et al. [17] investigated the antecedents of social media advertising value as well as the impact of this advertising value on online purchase intention. The findings demonstrated that the three social media advertising assumptions in Southeast Asia—i.e., informativeness, entertainment, and credibility—had a positive impact on consumers' perceived value of social media advertising, which in turn positively influenced their online purchase intention. Consumer information sorting may also be influenced by culture [78]. They are willing to look for more product information in a collective-oriented community [79].

Furthermore, Sari, et al. [32] investigated the impacts of credibility, entertainment, and informativeness of social network advertising value for Muslim millennial consumers in Indonesia, a country with a collective, Islamic culture. They found that the credibility, entertainment, and informativeness of the message significantly affect the perceived value of social network advertising. These sides also have a significant impact on purchase intention and brand awareness. On the other hand, Liu, et al. [15] found irritation to have a far greater impact on the value of SMS advertising for Japanese cell phone users who have a high power distance and high uncertainty avoidance compared with Austrian ones who have a low power distance and low uncertainty avoidance. This result revealed that consumers in cultures that feature high power distance and high uncertainty avoidance are more sensitive to advertising.

Therefore, based on the previous discussion which addressed the effect of the antecedents of glocal advertising value on glocal advertising value, the study proposes the following hypothesis:

H₁: The antecedents of glocal advertising value have a significant direct effect on glocal advertising value.

This hypothesis is classified into the following sub-hypotheses:

H_{1a}: Entertainment has a significant positive direct effect on glocal advertising value.

H_{1b}: Informativeness has a significant positive direct effect on glocal advertising value.

H_{1c}: Irritation has a significant negative direct effect on glocal advertising value.

H_{1d}: Credibility has a significant positive direct effect on glocal advertising value.

3.2. Glocal Advertising Value and Customers' Attitudes Toward Advertising

According to Ducoffe [10] if customers receive a higher value for the advertisement, they will have a positive attitude toward it. Numerous studies (such as Munawar, et al. [20]) have demonstrated that the perceived value of social network advertisements can positively affect consumer attitudes toward them. Moreover, advertising perceived value has been found to be a highly significant factor in determining consumers' attitudes toward advertising and their purchase intentions in previous studies (e.g., [39, 65, 74, 80, 81]). Moreover, Wiese, et al. [82] stated that the greater the perceived value of an advertisement, the more positive the attitude towards the advertisement will become. As a result, the better responses toward the advertising will be too.

More specifically, Haghirian and Madlberger [16] proposed that the value of advertisements on websites has a significant effect on consumer attitude towards web advertising, while other studies demonstrated that the value of

advertising positively affects consumer attitude and behavior towards Internet advertising [83, 84]. Online advertising studies on the relationship between advertising value and consumers' advertising responses indicated the presence of such a connection (e.g., [21, 83, 85]).

On the other hand, global advertising, according to Mooij [86], does not appeal to universal ideals because there are none. Additionally, since consumer motivations and requirements vary between countries, the impact of global advertising is not the same worldwide. Waste exists in countries where consumer values differ from those represented in international advertising campaigns. Additionally, in China, a country with a collective culture, Yin, et al. [22] evaluated the influence of endorser ethnicity (local Chinese vs. Western) and appearance (smart vs. sexy) on Chinese women's perceptions about luxury advertisements and brands. They found that Chinese female consumers had a positive attitude toward ads for luxury goods and brands when a local Chinese (vs. Western) endorser is used and portrayed as smart (and sexy).

From the previous studies, it became obvious that advertising value has a significant effect on customer attitude. Therefore, the study suggests the following hypothesis:

H₂: Glocal advertising value has a significant direct positive effect on customer attitude towards advertising.

3.3. Customers' Attitudes Toward Advertising and Brand Awareness, Associations

According to several prior studies, customer attitude towards advertisements can play an essential role in affecting brand equity [87, 88]. Also, Buil, et al. [89] stated that customer attitude towards advertising are crucial for establishing brand equity. They also clarified that by utilizing innovative, original advertising strategies, companies can increase brand awareness and brand associations.

Loureiro and Kaufmann [90] found that attitudes toward advertising directly affect brand awareness and brand associations. Prajogo and Purwanto [91] added that a positive attitude toward advertisements will enhance the level of brand awareness. Moreover, through an inventive advertising strategy, firms may capture customer attention. Consequentially, customer attention may result in better brand awareness, forming strong, favorable, and distinctive associations [92]. In addition, Hanaysha and Hilman [93] examined how place of origin and advertising helped to develop sustainable brand equity and found that advertising significantly enhanced brand equity.

However, Florack and Scarabis [94] argued that it is vital to consider the culture of the target customers when developing an advertising claim. For instance, it is well known that people in individualistic cultures, like the United States, are more promotion-focused than people in collectivistic cultures, like China. They also showed that if the claim is appropriate for the customer's regulatory focus, this should result in more positive attitudes and category-brand associations.

Based on the previous studies, the study proposes the following hypothesis:

H₃: Customer attitude towards advertising has a significant direct positive effect on brand awareness and brand associations.

This hypothesis is divided into the following sub-hypotheses:

H_{3a}: Customer attitude towards advertising has a significant direct positive effect on brand awareness.

H_{3b}: Customer attitude towards advertising has a significant direct positive effect on brand associations.

3.4. Glocal Advertising Value and Brand Awareness, Associations

Advertising is one of the more significant techniques for building brand awareness and informing consumers about the aspects of a brand [95]. Moreover, Boulding, et al. [96] identified advertising as an effective component to support brand equity where sales promotion is failing to raise sales. Generally, Dao, et al. [17] claimed that advertising has been effective in establishing consumer-based brand equity, having a sustained and cumulative impact on this asset.

According to Makasi, et al. [97] advertising enhances brand awareness while also having a positive effect on perceived quality. More specifically, Dehghani, et al. [98] found that the four components of advertising value—entertainment, customization, informativeness, and irritability—help consumers increase awareness of the brand. In addition, Barnes and Higgins [99] found that advertising is important in the communication of the meanings and associations attached to brands. Moreover, Kumar and Patra [100] analyzed the promotion mix components significance (sale promotion, advertising, public relations, personal selling, and direct marketing) to brand equity, which consists of brand awareness, perceived equity, brand associations, brand loyalty. The result indicated that the promotional mix component helps to enhance brand equity.

Schmidt-Devlin, et al. [66] argued that global brands benefit from a glocal strategy for advertising by blending global traits (e.g., quality) with the local language, themes, and imagery. Moreover, Hollensen and Schimmelpfennig [101] highlighted that employing the glocal advertising strategy in the Middle East or in the Arab world has a positive impact on brand awareness. Furthermore, Sari, et al. [32] evaluated the effect of advertising value on Muslim millennial customers in Indonesia, a country with a collective, Islamic culture. They observed that advertising value has a positive impact on brand awareness and purchase intention.

Based on the previous studies, the study proposes the following hypothesis:

H₄: Glocal advertising value has a significant direct positive effect on brand awareness and brand associations.

This hypothesis is divided into the following sub-hypotheses:

H_{4a}: Glocal advertising value has a significant direct positive effect on brand awareness.

H_{4b}: Glocal advertising value has a significant direct positive effect on brand associations.

3.5. The Mediating Role of Customer Attitude Toward Advertising

Within the researchers knowledge, there are no previous studies that have investigated this relationship. Thus, based on all the previous hypotheses (H1, H2, H3, and H4), the researcher proposes that customer attitude towards advertising has a significant mediating role between glocal advertising value and brand awareness. Thus, this study develops the following hypothesis to investigate this role:

H₅: Glocal advertising value has a significant indirect positive effect on brand awareness through the customer attitude towards advertising.

This hypothesis is classified into the following sub-hypotheses:

H_{5a}: Glocal advertising value has a significant indirect positive effect on brand awareness through customer attitude towards advertising.

H_{5b}: Glocal advertising value has a significant indirect positive effect on brand associations through customer attitude towards advertising.

Based on the previous hypotheses, the researchers conclude the following theoretical framework:

4. Methodology

4.1. Sample and Procedures

The study employed a post-positivist philosophy and utilized a quantitative approach to propose a framework. Questionnaires were used to collect quantitative data to identify the different levels of the study. The participants in this study were customers of international brands in Egypt. Exploratory research in two stages was carried out to determine the advertisements that would be studied. Firstly, the researchers reviewed the international reports of global brands. Among many reports, the researchers depended on the Kantar BrandZ report (see <https://www.kantar.com/campaigns/brand-footprint/download-the-report-2021>), which ranks the Top 100 Most Valuable Global Brands. After reviewing the BrandZ report, a list of these brands was distributed to 53 respondents and asked to determine which of these brands' advertisements had been watched recently. The results indicated that respondents watched 18 advertisements, and the Orange Company advertisement was the most watched (see Appendix 2).

Secondly, according to Barnes and Higgins [99] in a glocal approach, some elements of advertising are standardized and some others are adapted to local needs. Therefore, the researchers analyzed the advertisements to identify the glocal ones among the others. They found only 5 glocal advertisements: Vodafone, Orange, Adidas, Xiaomi, and Coca-Cola (see Appendix 3), as their elements were partially different, thus the study depended on them.

A questionnaire form is regarded as a data collection instrument for the purpose of selecting the items that constitute the questions of the questionnaire, and the study took into consideration previous studies about the subject [73, 89, 102-104]. The English version of the questionnaire had multiple phases of review and refining before being translated into Arabic. Subsequently, the translated Arabic version was back-translated into English in order to assess the accuracy of the scale items' translation. This strategy confirmed the consistency of the real meaning of each question in the original questionnaires [105]. Additionally, it would be preferable for an Arabic speaker to perform the final translation in order to present the true meaning of each questionnaire item.

Table 1.
Demographic characteristic profiles of respondents (n = 415).

| Demographic Characteristics | | Frequency | Percentage | Cumulative Percentage |
|-----------------------------|--|-----------|------------|-----------------------|
| Gender | Male | 207 | 49.88% | 49.88% |
| | Female | 208 | 50.12% | 100.00% |
| Age | Lower than 25 years | 38 | 9.16% | 9.16% |
| | From 25 years to lower than 35 years | 158 | 38.07% | 47.23% |
| | From 35 years to lower than 45 years | 153 | 36.87% | 84.10% |
| | more than 45 years | 66 | 15.90% | 100.00% |
| Education | Diploma | 16 | 3.86% | 3.86% |
| | Bachelor degree | 231 | 55.66% | 59.52% |
| | Post graduated | 168 | 40.48% | 100.00% |
| Income | Lower than 5000 pounds | 147 | 35.42% | 35.42% |
| | From 5000 pounds to lower than 10000 pounds | 140 | 33.73% | 69.16% |
| | From 10000 pounds to lower than 15000 pounds | 104 | 25.06% | 94.22% |
| | more than 15000 pounds | 24 | 5.78% | 100.00% |

Then, a pilot study was carried out by directing the questionnaire to 50 customers who needed to complete it via a Google Form on social media networks. The results demonstrated that Cronbach's alpha for all of the constructs was more than 0.70, revealing acceptable internal consistency. Additionally, procedures were carried out to certify the final form of the questionnaire and to assure that it measured what it was designed to measure. Then, the questionnaire was directed to customers via social media networks. Finally, the researchers collected only 436 questionnaires. While 415 of them were

accurate and had no missing data, the remaining 21 were unusable. A simple listwise deletion strategy was used to process the data [106]. The 21 cases have missing values for the study variables in the data, and therefore they were not included in any calculations. Table 1 displays the sample characteristics.

4.2. Measures

All of the variables were assessed on a 5-point Likert-type scale (5 = strongly agree, to 1= strongly disagree). The study adopted four antecedents for glocal advertising value: entertainment, informativeness, credibility, and irritation. Four items were employed as indicators for entertainment, four items were used as indicators for informativeness, four items were also adopted as indicators for irritation [10], and three items were used as indicators for credibility [39]. Glocal advertising value was evaluated using a 3-item scale [10]. A customer attitude scale [73] was used to measure customers' attitudes toward glocal advertising. Additionally, brand awareness was evaluated using a 3-item scale [107] while brand associations were estimated using a 3-item scale [102, 104] (see Appendix 3).

5. Data Analysis and Results

5.1. Assessing the Measurement Model

Fornell and Larcker [108] stated that investigating the significance of the relationships in the structural model requires testing the validity and reliability of the measurement model. In this context, testing the validity of the measurement model is based on two factors: the level of model quality of fit and construct validity [106].

5.1.1. The Model Fit of the Measurement Model

Byrne [106] stated that quality of fit reveals the degree to which the measurement model fits the collected data from the sample. The study used the most common indicators to assess the model fit, as shown in Table 2, as follows:

Table 2.
The indices of model fit for the measurement model.

| Measure | Estimate | Threshold | Interpretation |
|---------|----------|---------------|----------------|
| GFI | 0.975 | Closer to 1 | Accepted |
| RMR | 0.041 | Closer to 0 | Accepted |
| CFI | 0.972 | Closer to 1 | Accepted |
| TLI | 0.975 | Closer to 1 | Accepted |
| RMSEA | 0.615 | Less Than 0.8 | Accepted |

The value of CFI is 0.975, which is accepted as it is greater than 0.95. Furthermore, the value of the RMR index is also accepted, as it is lower than 0.05. Similarly, RMSEA equals 0.615, which is under 0.8, as proposed by Byrne [106]. The value of GFI that equals 0.972 is accepted as it is higher than 0.8 [106]. Therefore, the measurement model fits the data collected from international brand customers.

5.1.2. the Construct Validity of the Measurement Model:

In order to measure construct validity, it is necessary to examine both convergent and discriminant validity. The first evaluation of convergent validity involved examining the factor loadings, with loadings being considered statistically significant if they are greater than or equal to 0.5 [109] while the second assessment of convergent validity includes the utilization of the AVE, which is considered acceptable if it is higher than 0.5. Further, the reliability of the measurement model was measured using both Cronbach's alpha and composite reliability (CR). Table 3 summarizes all the factors used to assess model validity:

Table 3.

The validity and reliability of the measurement model.

| Dimensions | Factor Loading and Reliability | | | | AVE |
|--------------------|--------------------------------|----------------|------------------|-------|-------|
| | Questions | Factor Loading | Cronbach's Alpha | CR | |
| Entertainment | Q1 | 0.516 | 0.862 | 0.818 | 0.782 |
| | Q2 | 0.821 | | | |
| | Q3 | 0.889 | | | |
| | Q4 | 0.905 | | | |
| Informativeness | Q5 | 0.807 | 0.889 | 0.844 | 0.816 |
| | Q6 | 0.739 | | | |
| | Q7 | 0.871 | | | |
| | Q8 | 0.848 | | | |
| Irritation | Q9 | 0.666 | 0.844 | 0.766 | 0.760 |
| | Q10 | 0.839 | | | |
| | Q11 | 0.840 | | | |
| | Q12 | 0.693 | | | |
| Credibility | Q13 | 0.798 | 0.881 | 0.841 | 0.843 |
| | Q14 | 0.882 | | | |
| | Q15 | 0.850 | | | |
| Advertising Value | Q16 | 0.781 | 0.897 | 0.697 | 0.756 |
| | Q17 | 0.739 | | | |
| | Q18 | 0.749 | | | |
| Customers Attitude | Q19 | 0.721 | 0.884 | 0.613 | 0.713 |
| | Q20 | 0.677 | | | |
| | Q21 | 0.741 | | | |
| Brand Awareness | Q22 | 0.779 | 0.725 | 0.609 | 0.710 |
| | Q23 | 0.701 | | | |
| | Q24 | 0.649 | | | |
| Brand Associations | Q25 | 0.772 | 0.840 | 0.601 | 0.706 |
| | Q26 | 0.671 | | | |
| | Q27 | 0.675 | | | |

According to Table 3, Cronbach's alpha values that are higher than 0.6 are considered acceptable; the values of AVE are higher than 0.5; and composite reliability values are higher than 0.6, both of which can be accepted. Furthermore, discriminant validity is assessed. The table shows the correlations between the factors and the square roots of AVEs and also reveals that the values of the square root of AVE are higher than the inter-construct correlations [108]. Therefore, discriminant validity is achieved. Finally, the measurement model fulfilled all factors required to evaluate its validity and reliability.

Table 4.

Construct Correlations and Square Root of Average Variance Extracted.

| | ENT | INF | IRT | CRD | VAL | ATT | AW | AS |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Entertainment | 0.885 | | | | | | | |
| Informativeness | 0.782 | 0.903 | | | | | | |
| Irritation | 0.790 | 0.775 | 0.871 | | | | | |
| Credibility | 0.767 | 0.800 | 0.775 | 0.918 | | | | |
| Advertising Value | 0.815 | 0.764 | 0.784 | 0.791 | 0.870 | | | |
| Customer Attitude | 0.786 | 0.813 | 0.770 | 0.769 | 0.783 | 0.844 | | |
| Brand Awareness | 0.804 | 0.762 | 0.785 | 0.767 | 0.761 | 0.768 | 0.842 | |
| Brand Associations | 0.817 | 0.797 | 0.756 | 0.779 | 0.784 | 0.767 | 0.795 | 0.840 |

Note: Abbreviations: ENT, entertainment; INF, informativeness; IRT, irritation; CRD, credibility; VAL, global advertising value; ATT, customer attitude; AW, brand awareness; AS, brand associations.

5.2. Structural Model and Hypotheses Testing

Table 5.

The results of testing research hypothesis among study constructs.

| Hypotheses | | Independent | mediator | dependent | β | P | Results |
|-------------------------|-----|-------------|----------|-----------|---------|-------|----------|
| Direct effects | | | | | | | |
| H1 | H1a | ENT | | VAL | 0.055 | 0.104 | Accepted |
| | H1b | INF | | VAL | 0.164 | 0.000 | Accepted |
| | H1c | IRT | | VAL | -0.069 | 0.014 | Accepted |
| | H1d | CRD | | VAL | 0.676 | 0.000 | Accepted |
| H2 | | VAL | | ATT | 0.350 | 0.037 | Accepted |
| H3 | H3a | ATT | | AW | 0.303 | 0.040 | Accepted |
| | H3b | ATT | | AS | 0.360 | 0.016 | Accepted |
| H4 | H4a | VAL | | AW | 0.321 | 0.015 | Accepted |
| | H4b | VAL | | AS | 0.242 | 0.013 | Accepted |
| Indirect Effects | | | | | | | |
| H5 | H5a | VAL | ATT | AW | 0.112 | 0.006 | Accepted |
| | H5b | VAL | ATT | AS | 0.085 | 0.018 | Accepted |

Note: Abbreviations: ENT, entertainment; INF, informativeness; IRT, irritation; CRD, credibility; VAL, glocal advertising value; ATT, customer attitude; AW, brand awareness; AS, brand associations.

According to Table 5, it is clear that entertainment has a significant effect on advertising value (where $\beta = 0.055$, $p = 0.10$); moreover, the results revealed that informativeness and credibility have a significant positive effect on advertising value (where $\beta = 0.164$, 0.676 , $p < 0.05$), respectively. Furthermore, irritation also has a significant direct negative impact on advertising value (where $\beta = -0.069$, $p < 0.05$). Therefore, H1 was fully accepted.

The findings showed that glocal advertising value has a significant direct positive impact on customers' attitudes (where $\beta = 0.350$, $p < 0.05$). Therefore, H2, which represents the effect of glocal advertising value on customer attitude, was totally accepted. Moreover, the results revealed that customer attitude has a significant direct positive impact on both brand awareness and brand associations (where $\beta = 0.303$, 0.360 , $p < 0.05$), respectively. Therefore, H3, which represents the effect of customers' attitudes on brand awareness and brand associations, was totally accepted.

Moreover, results showed that glocal advertising value has a significant direct positive effect on both brand awareness and brand associations (where $\beta = 0.321$, 0.242 , $p < 0.05$), respectively. Therefore, H4, which refers to the direct effect of glocal advertising value on brand awareness and brand associations, was totally accepted. Finally, the results revealed that customer attitude towards advertising mediates the relationship between glocal advertising value and brand awareness, where all indirect effects are significant (where $\beta = 0.112$, $p < 0.05$). Also, customer attitude toward advertising mediates the relationship between glocal advertising value and brand associations, where all indirect effects are significant (where $\beta = 0.085$, $p < 0.05$). Therefore, H5, which represents the indirect effect of customer attitude on the relationship between advertising value and both brand awareness and associations, was fully accepted because customer attitude towards advertising is fully mediating the relationship.

6. Discussion

The study results revealed that entertainment has a significant positive effect on glocal advertising value (H1a). These results are consistent with many studies, such as Munawar, et al. [20]. More specifically, Sembiring and Fahlevi [110] concluded that entertainment in smartphone online advertisements can influence the value of these advertisements. With entertainment that is fun, interesting, and amusing, it can also present a positive value for the advertisement.

Furthermore, the present study findings are consistent with the work of Van Tuan, et al. [111] who found that entertainment, informativeness, and credibility have a positive effect on advertising value. In the same vein, Napontun and Senachai [112] concluded that entertainment has a significant positive impact on advertising value. More interestingly, the study findings are notably aligned with the uses and gratifications theory, which recognizes that consumers actively pursue specific gratifications from advertising, such as seeking information and experiencing entertainment.

The advertisement should be entertaining and valuable to customers. For example, Vodafone Egypt initiated the Ramadan media competition by launching the advertising titled "Eli Benna Hayah," which may be translated as "What We Have Between Us is Life." This campaign involved a collaboration with famous singer Amr Diab, who performed the accompanying song for the advertisement. Vodafone Company has succeeded in expressing the greatness of human feelings via this ad. This extraordinary ad moved the emotions of the audience, gaining very positive feedback.

According to Hofstede's cultural dimensions framework [77], Egypt is classified as a collectivist society characterized by high power distance and high uncertainty avoidance. Furthermore, Parnell and Hatem [113] highlighted that Egyptian culture is a fusion of Arab and Middle Eastern influences. They have suggested that the impact of Islam could play a crucial role in clarifying dominant values, attitudes, ethical standards, and behaviors. It is noteworthy that, while other religions are practiced in Egypt, Islam is the dominant religion.

Based on the Egypt culture description, the results are also consistent with Sigurdsson, et al. [76] who found that entertainment, credibility, and informativeness significantly enhance attitudes toward mobile advertisements and that

entertainment has a greater impact on Indian smartphone users who have a high-power-distance society with both collectivist and individualist features.

Additionally, the findings are in line with the results of Dao, et al. [17] who revealed that informativeness, entertainment, and credibility had a positive impact on consumers' perceived value in Southeast Asia which have a collective, group-oriented, and highly uncertain avoidance. Furthermore, the results are matched with Sari, et al. [32] who found that the credibility, entertainment, and informativeness of the message significantly affect the perceived value of social network advertising in Indonesia, a country with a collective, Islamic culture. Therefore, the current study suggests that the rule here is that while there are general outlines for the company's advertising, these reflect the color, personality, and spirit of each country in its unique context. Also, advertising should use the country's best-known stars and respect its cultural particulars so as not to lose the company's customers.

Moreover, the study concluded that informativeness has a significant positive direct effect on glocal advertising value (H1b). This conclusion is matched with the studies conducted by Lee, et al. [64] and Ojha [67]. The study results are also consistent with the work of Kristian, et al. [114] who stated that informativeness has a significant positive effect on YouTube advertising value.

Likewise, Şenkal [115] found that there is a positive relationship between informativeness and advertising value. Therefore, the current study proposed that by using advertisements for informing consumers about a product or service, advertising can be a valuable marketing strategy. This conclusion is also in line with the uses and gratifications theory as a result of the numerous advertisements that consumers get exposed to, and consumers search for informative advertisements that enable them to select the best choice for achieving their highest level of satisfaction [8].

According to the Egyptian culture description, the results agree with Erdem, et al. [79] who declared that in a collectively oriented community, people are willing to seek out more product information. For example, in the advertisement for the Xiaomi Redmi Note 11 smartphone, which was starred by superstar Tamer Hosny, this ad provided information about features offered by the new model of the Xiaomi Redmi Note, such as its camera, battery, and memory, so the advertiser was able to provide entertainment and informativeness in the same advertising message. Similarly, the study conclusion is consistent with the work of Sari, et al. [32] who added that appropriate, designed advertising with the correct message is essential in a Muslim society.

Additionally, the study also found that irritation has a significant negative direct effect on glocal advertising value (H1c). This result is in line with the findings of Abbasi, et al. [41] and Hussain, et al. [31]. More specifically, the study conclusion is consistent with the work of Sharma, et al. [81] who concluded that irritation has a negative impact on advertising value and attitude toward advertising and, as a result, reduces advertising effectiveness. In the same vein, Le [116] found that when customers feel confused about mobile advertising and react negatively to it, the annoyance caused by unwanted advertising content may adversely affect prolonged use of mobile advertising. The current study suggests that it is important for advertisers to understand what customers want in ads; they should find the right balance in ad frequency and keep it short and concise.

Based on the Egypt culture description, the study results are consistent with Liu, et al. [15] who declared that irritation has a significantly greater effect on advertising value for Japanese mobile users who have a high power distance and high uncertainty avoidance. The researchers propose that advertisers should take Egypt's cultural nature into consideration because customers are more sensitive to annoying ads.

The study concluded that credibility has a significant positive direct effect on glocal advertising value (H1d). This conclusion is consistent with the results of several studies (e.g., Mustafi and Hosain [74]). Additionally, this conclusion is matched with the work of Adeline, et al. [117] who stated that the more credible the advertisement is, the more effective it is. Similarly, Dummanonda and Nuangjamnong [68] concluded that the credibility of TikTok short video ads has a positive influence on purchase intention through advertising value. Therefore, the researchers suggest that if companies want to have a positive, lasting impact, their advertising messages need to have three qualities: be unique, believable, and true.

Moreover, based on Egypt's cultural description, the study findings are consistent with those of Chetoui, et al. [65] who suggested that credibility is the main element for accomplishing advertising objectives, especially in a culture characterized by collectivism and high uncertainty levels. The study results also match the findings of the study conducted by Sari, et al. [32] which declared that credibility significantly influences the perceived value of advertising in Indonesia, a country with a collective, Islamic culture. Thus, the researchers suggest that in Egypt, a Muslim country, the advertiser should be honest and should avoid false information in advertisements.

Moreover, advertising content must be believable, convincing, and credible. Advertisers can rely on the use of credible celebrities to improve the ad's credibility. For example, Mo Salah has been a Pepsi brand ambassador since 2016. Pepsi is one of the brands that always launches creative campaigns and ads. Over the years, Pepsi has always succeeded in releasing attention-grabbing ads, and most of them—if not all—achieved huge success and became memorable.

The study findings also revealed that glocal advertising value has a significant positive direct effect on customer attitude towards advertising (H2). These findings are in line with several studies (e.g., Wiese, et al. [82]). Additionally, the study results are consistent with the study conducted by Adeline, et al. [117] who highlighted that customers will be more willing to perceive mobile advertising messages positively if mobile advertisements provide benefits that are valuable to them.

Similarly, the results align with the findings of Herrando and Martín-De Hoyos [118] who posited that Instagram advertisements of high value have a positive correlation with customer attitudes towards advertising. Dwinanda, et al. [119] provided similar findings and concluded that perceived advertising value has a significant positive effect on attitudes

toward advertising in TikTok ads. This sheds light on the importance of delivering quality advertisements to get favorable reactions from customers.

The study findings align with the vision of Mooij [86] who asserted that global advertising fails to appeal to universal values because of the absence of such values. Additionally, they claimed that because customer demands and motivations differ throughout nations, the impact of international advertising varies from country to country. Hence, customers respond positively to glocal advertising because it matches their culture. For example, hijab-wearing athletes are presented in the Adidas advertising campaign, and it is one method of showing respect for Muslim women.

Moreover, the study proved that the customers' attitude towards advertising has a significant positive direct effect on brand awareness and brand associations (H3a and H3b). This conclusion is consistent with Keller and Lehmann [4] who stated that advertising plays a vital role in establishing awareness of a brand by creating strong, favorable, and unique associations in the minds of consumers. Additionally, it prompts positive evaluations and emotions towards the brand. In the same vein, the study results match those of Loureiro and Kaufmann [90] who found that attitudes toward ads directly affect brand awareness, brand associations, and perceived quality. Zhao, et al. [120] also declared that advertising positively affects brand awareness.

In addition, the study findings are consistent with the work of Florack and Scarabis [94] which suggested that it is important to consider consumers' culture when developing an advertising claim; they also demonstrated that if the claim fits customers, this should lead to more positive attitudes and brand associations. Therefore, the researchers suggest that a positive attitude toward glocal advertising, which considers customer culture, in Egypt will improve brand awareness and brand associations.

The study also concluded that glocal advertising value has a significant positive direct effect on brand awareness and brand associations (H4a, H4b). The study findings are consistent with the work of Efendioglu and Durmaz [121] who stated that Instagram advertising value has a positive effect on brand awareness and brand associations. In the same vein, this conclusion is consistent with the study conducted by Kristian, et al. [114] who concluded that advertising value has a significant positive influence on brand awareness, flow experience, and purchase intention in Indonesia, a country with a collective, Islamic culture.

More specifically, the study's findings are consistent with those of Febriyantoro and Hapsara [122] investigation in Jakarta, Indonesia's capital. The study determined that the four antecedents for the value of advertising (informativeness, entertainment, customization, and irritation) have a significant impact on brand awareness. Similarly, the study results are also in line with the work of Lim and Guzmán [123] who concluded that advertising has a positive direct effect on brand equity (brand awareness, brand associations, perceived quality, and brand loyalty). Their study was conducted in Vietnam, a country with a collectivistic culture and large power distance [124]. Thus, the researchers suggest that glocal advertising strategy helps international companies gain more brand recognition and link a brand with consumers memories easily.

Finally, the study results concluded that glocal advertising value has a significant positive indirect effect on brand awareness and brand associations through customers' attitudes toward advertising. For example, Orange Egypt's advertising campaign initiated the Ramadan media race by incorporating themes from the late star Soad Hussny's movies. The campaign included three famous Egyptian actresses, namely Mona Zaki, Nelly Kareem, and Dina El Sherbiny. The ad was full of lively colors, spring roses, and Ramadan vibes. Which makes it interesting and reflects the cultural context of Egypt. Orange's Ramadan ad gained positive attitudes from customers and racked up more than 200K views across social media (YouTube, Facebook, and Twitter) in the first four hours, along with very positive feedback. This leads to a stronger brand presence in customers' minds and establishes clear and effective brand associations.

7. Conclusion

This study investigated how glocal advertising value and customer attitudes toward advertising influence brand awareness and brand associations among international brand customers in Egypt. The research addressed a significant gap in the literature by examining glocal advertising through consumers' perceived value rather than content analysis, and by investigating the mediating role of customer attitudes in linking advertising value to brand equity outcomes.

The empirical findings from 415 Egyptian consumers reveal several important patterns. First, entertainment, informativeness, and credibility positively influence glocal advertising value, while irritation negatively affects it, with credibility demonstrating the strongest effect. Second, glocal advertising value significantly enhances customer attitudes toward advertising. Third, customer attitudes positively affect both brand awareness and brand associations. Fourth, glocal advertising value directly influences brand awareness and brand associations. Finally, customer attitudes mediate the relationships between glocal advertising value and both brand awareness and brand associations.

7.1. Theoretical and Practical Implications

This study strives to contribute to the body of knowledge on glocal advertising value, customer attitude toward advertising, brand awareness, and brand associations. It is the first study that examined these four research variables among international brand customers in Egypt, an Islamic County with a culture characterized as collective, high-power distance, and high uncertainty avoidance.

Firstly, the current study is also the first one to evaluate the glocal advertising via its perceived value, unlike the previous studies which evaluate it by conducting content analysis for the advertisements. In addition, the study contributes to the understanding of how glocal advertising antecedents affect it. The results highlighted that entertainment, informativeness and credibility positively influence glocal advertising value while irritation negatively influences it. This

declared that the cultural nature of the country affects how customers perceive glocal advertising and also, clarified their preference for glocal advertising content.

Secondly, the current study is the first study to examine the impact of glocal advertising value on customers' attitudes toward advertising. The study concluded that the higher the glocal advertising value, the more positive customers' attitudes toward it. This result highlighted that a successful glocal advertising strategy that meets multiple customers' horizons of understanding according to their culture, will gain favorable customers' attitudes.

Thirdly, the current study contributes to the understanding of how positive customers' attitudes toward glocal advertising enhance brand awareness and brand associations. The study concluded that companies which employed glocal advertising strategy are more likely to capture customer's attention and preference; this will lead to higher brand awareness and strong brand associations.

Fourthly, the current study is the first study to examine the impact of glocal advertising value on enhancing brand awareness and brand associations. This study contributes to the understanding of glocal advertising strategy that is tailored to reflect the cultural context of their target customers and its role in increasing brand awareness and brand associations. Finally, the current study also is the first one to examine the indirect impact of glocal advertising value on brand awareness and brand associations through the mediating role of customer attitude toward advertising.

Regarding practical implications, this study also provides significant practical implications for advertising agencies and international companies. Firstly, advertisers should employ a number of tools, such as music and visuals, to make the advertisements entertaining for consumers. Also, they are required to meet the consumer's need to escape reality and have fun. Additionally, advertisers are also expected to provide useful, relevant, and accurate information through advertising messages. Furthermore, advertisers should understand the significance of credible advertising, as a high degree of credibility may enable a company to convey its message effectively and quickly. Also, it could enhance advertising value, so advertising content must be believable, convincing, and credible. Advertisers can also rely on the use of credible celebrities to improve the ad's credibility.

Additionally, irritation in advertising has to be avoided; advertising messages should not annoy, offend, insult, or manipulate customers. Advertisers should understand what customers want in ads; they should also find the right balance in ad frequency and keep it short and concise.

Second, the study suggests that glocal advertising value has a positive effect on customers' attitudes toward advertising. Thus, a combined approach of standardization and adaptation in a global advertising campaign will be appealing in transferring meaning from one culture to another. The researchers also suggest that collaborating with local advertising agencies could be an effective way to solve this cultural challenge. The local advertising firms have an extensive understanding of the local culture and thus can offer the required support to global companies in order to design an advertisement that is relevant and customized to the local market.

Thirdly, the study suggests that customer attitude toward advertising has a positive effect on brand awareness and brand associations. International companies can improve customers' attitudes toward advertising by adopting glocal advertising strategy. Advertisers who developed this strategy should first understand customers' cultures. Then, they are required to tailor advertisements to reflect the cultural context of their target customers because individuals respond better to advertising messages that align with their culture. Moreover, using the cultural features of customers' countries leads to changing their feelings and thoughts.

Finally, the researchers suggest that advertising agencies should conduct a survey after launching the campaign to learn about customer attitudes toward the campaign. This will be useful for understanding what customers prefer in future advertising campaigns.

7.2. Limitations and Future Research

While the current study has provided useful theoretical and practical implications, it also has several limitations that point to future research directions. First, the current study has been applied to international brand customers in Egypt, an Islamic country with a culture characterized as collective, high power distance, and high uncertainty avoidance. Therefore, further research that is applied to a country with other cultural features and compares the results with the study's results will make great contributions.

Second, the current study depends only on four antecedents for advertising value: entertainment, informativeness, irritation, and credibility. Therefore, further studies may benefit from using more and different antecedents for advertising value.

Finally, the current research does not examine the role of product categories. As customers respond to advertisements differently based on the hedonic-utilitarian product category [125] future research should investigate the role of product category as a moderator in the relationship between advertising value and customers attitudes toward advertising.

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Appendix

Appendix 1.

The ads that were watched by the respondents.

| The advertisement | No. of viewers | The advertisement | No. of viewers | The advertisement | No. of viewers |
|-------------------|----------------|-------------------|----------------|-------------------|----------------|
| Amazon | 19 | Coca-Cola | 42 | Disney | 5 |
| Apple | 12 | Toyota | 15 | Chanel | 6 |
| Microsoft | 26 | Louis Vuitton | 3 | Orange | 51 |
| Facebook | 18 | Xiaomi | 39 | Adidas | 36 |
| Alibaba | 21 | Ikea | 15 | Vodafone | 49 |
| Visa | 18 | Zara | 29 | Gucci | 2 |

Appendix 2.

Advertisements analysis.

| The ads | Elements of advertisement | | | | | | | Type of ad |
|---------------|---------------------------|-----------|----------------|-------------------|-----------|---------------------|----------------|------------|
| | Characters | Length | Music | Scenic background | Slogan | Story of commercial | Voice-over | |
| Amazon | different | Different | different | different | different | different | different | local |
| Apple | Not applicable | similar | Similar | similar | similar | similar | similar | Global |
| Microsoft | Not applicable | similar | Similar | similar | similar | similar | similar | Global |
| Facebook | Similar | similar | Similar | similar | similar | similar | similar | Global |
| Orange | different | Different | different | different | similar | different | different | Glocal |
| Alibaba | Similar | similar | Similar | similar | similar | similar | similar | Global |
| Visa | Not applicable | similar | Not applicable | similar | similar | similar | Not applicable | Global |
| Zara | Similar | similar | Similar | similar | similar | similar | similar | Global |
| Coca-Cola | different | Different | different | different | similar | different | different | Glocal |
| Toyota | Similar | similar | Similar | similar | similar | similar | Not applicable | Global |
| Louis Vuitton | Similar | similar | Similar | similar | similar | similar | Not applicable | Global |
| Xiaomi | different | Different | different | different | similar | different | different | Glocal |
| Ikea | different | Different | different | different | different | different | different | Local |
| Vodafone | different | Different | different | different | similar | different | different | Glocal |
| Disney | Similar | similar | Similar | similar | similar | similar | similar | Global |
| Chanel | Similar | similar | Similar | similar | similar | similar | Not applicable | global |
| Adidas | different | similar | Different | different | similar | similar | different | Glocal |
| Gucci | Similar | similar | Similar | similar | similar | similar | Not applicable | global |

Appendix 3.

Measures used.

| |
|---|
| Entertainment (ENT) |
| ENT1: This advertisement is entertaining. |
| ENT2: This advertisement is enjoyable. |
| ENT3: This advertisement is pleasing. |
| ENT4: This advertisement is exciting. |
| Informativeness (INF) |
| INF1: This advertisement is a good source of product information. |
| INF2: This advertisement supplies relevant product information. |
| INF3: This advertisement provides timely information. |
| INF4: This advertisement is a convenient source of product information. |
| Irritation (IRT) |
| IRT1: This advertisement is annoying |
| IRT2: This advertisement is irritating |
| IRT3: This advertisement is deceptive |
| IRT4: This advertisement insults people's intelligence. |
| Credibility (CRD) |
| CRD1: I feel that this ad is convincing. |
| CRD2: I feel that this ad is believable. |
| CRD3: I feel that this ad is credible. |
| Glocal advertising value (VAL) |
| VAL1: This advertisement is valuable. |
| VAL2: This advertisement is useful. |
| VAL3: This advertisement is important. |
| Customer attitude towards advertising (ATT) |
| ATT1: I like this advertising. |

| |
|--|
| ATT2: I am favorable toward this advertising. |
| ATT3: I am positive toward this advertising. |
| Brand awareness (AW) |
| AW1: I am aware of brand X. |
| AW2: X is a brand I am very familiar with. |
| AW3: I can recognize brand X among other competing brands. |
| Brand associations (AS) |
| AS1: I can quickly recall the symbol or logo of X. |
| AS2: Some characteristics of X come to my mind quickly. |
| AS3: I have difficulty in imagining X in my mind |